



**Marketing Committee Minutes
Regular Meeting
Video Conference Via Google Meet/YouTube
1700 North Grand Avenue
Saturday, April 24, 2021 at 10:00 AM**

Call to Order

Staff member Virginia Marrujo called the meeting to order at 10:04 AM

Roll Call

Present

Veronica Black
Margo Segura
Stacy K. Romero
Gail Houser
Dr. Eric Romero
Judee Williams
Georgina Angel-Ortega

Absent

Joaquin Garofalo
Jake Erickson
Mariano Ulibarri
Aaron Gallegos
Kenneth Bachicha

Staff

Virginia Marrujo
Bill Hendrickson

Pledge of Allegiance

The committee stood as Gail led the Pledge of Allegiance

Approval of Agenda

Judee Williams stated she was not able to see the agenda. City staff, Virginia Marrujo presented, on screen, the agenda for the meeting.

Gail Houser made a motion to approve the agenda. Veronica Black seconded the motion. All in favor, motion passes.

Approval of Minutes

City staff, Virginia Marrujo presented, on screen, the agenda for the meeting.

Veronica Black stated she did not see any corrections that needed to be made and made a motion to approve the minutes. Second motion made by Dr. Eric Romero. All in favor, motion passes.

Public Input

City Staff Virginia Marrujo stated she did not receive any public input prior to the meeting.

Discussion Items

Each member of the committee, who was present, Introduced themselves along with their background.

New Business

No New Business

Old Business

a. Tabled Item – Election of a Chairperson

City staff, Virginia Marrujo, stated the majority of members are present for a vote. Virginia stated that at the last meeting, the committee has nominated Margo Segura but she was not present at the last meeting. Virginia then introduced Margo Segura

Margo Segura talked about her background and history and her time in Las Vegas. She also discussed being the company who brought in the red carpet premier for “No Country for Old Men.”

Georgina Ortega-Angel made a motion to nominate Margo Segura as the Marketing Committee Chair. Dr. Eric Romero made a second to motion.

Margo Segura said she will do her best with the committee support and ideas.

Virginia Marrujo then asks Margo if she accepts the nomination.

Margo Segura says yes, she accepts.

All in favor, motion passes.

Virginia Marrujo tells Margo Segura and Veronica Black congratulations on becoming the Chair and the Vice Chair of the committee. She then states that Margo Segura will now take over the meeting as the Committee Chair.

b. Tabled Item – Meeting Dates & Times

Margo Segura asked the committee if Saturdays at 10 am a good time is for everyone or if they would like to meet after work. She then asked for suggestions.

Gail Houser stated Saturday is not a good day for him and that his preference would be midday or after hours during week.

Dr. Romero stated his preference would also be during the work week

Margo Segura then asked Veronica Black if she had certain days during the week.

Veronica Black stated she is available after work Monday through Wednesday and not available on Thursday. Tuesday would be best.

Dr. Eric Romero mentioned that Tuesdays do not work for him.

Veronica Black said she is fine with Wednesdays.

Gail Houser states anything Monday through Friday is preferable to him but Wednesday would be great.

Margo Segura states the consensus is Wednesday at 5:30 pm.

Georgina Ortega-Angel asks which Wednesday of the month?

Bill Hendrickson reminds the board that the City Council meetings are on the second and third Wednesday of the month at 5:30.

Margo Segura suggests making the meetings on the first Wednesday of the month in case they have something to present to City Council.

Georgina Ortega-Angel makes a motion to set meetings to the first Wednesday of the month at 5:30 pm. Veronica seconded the motion. All in favor and motion passes.

Georgina Ortega-Angel asks if the meetings will still be virtual?

Virginia Marrujo mentioned meetings will be in person until further notice of the Council.

Margo Segura asks if everyone has been vaccinated and everyone responded Yes.

Margo asks if there is any further discussion regarding the meeting dates and times and they agree there is no further discussion.

DISCUSSION ITEMS

a. Discussion of Bylaws

Margo Segura asks if everyone has had a chance to review the bylaws?

No response

Margo Segura mentions everyone review them and we take a good look at them in the next meeting.

Georgina Ortega-Angel makes a motion to table the bylaws because she has not had a chance to look at them.

Margo Segura repeats the motion and asks if there is a second?

Veronica Black asks if we all need to sign off?

Virginia Marrujo states that first the board will review the bylaws. If there are any changes, everyone can bring them to the next meeting which will go to the City Attorney for review and then we can make the changes.

Stacy Kay Romero seconds the motion. Everyone in favor and motion passes.

b. Discussion of 2021/2022 Marketing Plan

Margo Segura states the board has a charge to look at what can be done, what the board wants to do, and maybe an overall plan. We are looking to do something for the new fiscal year.

Virginia Marrujo states the plan would cover the coming fiscal year from July 1, 2021 to June 31, 2022 and then creating an overall plan. It can be a 3yr, 5yr or 10yr plan.

Veronica Black asks if the materials provided to the board would need to be considered.

Virginia Marrujo stated that yes those are the materials that are in place at the moment.

Dr. Eric Romero states that a financial discussion is needed to see the commitment.

Virginia Marrujo states it is a yearly budget but when making a, say 3yr plan, the board can make those budget recommendations.

Veronica asks if we have a set a budget?

Margo Segura suggests we put a plan and what the budget would be for it.

Bill Hendrickson states he submitted a budget request through the department and through the Lodger Tax. We do have to make a justification of heads and beds and that type of information. The marketing component requested in the amount of \$50,000 can be used for general marketing for attracting people to move to Las Vegas rather than just visit. The majority of the marketing budget will come from the Lodger Tax.

Veronica Black proposes a website or program for renting and buying real estate. A one stop shop for finding sublets, rentals and temporary places which is safer than places like Craig's List. Veronica mentions the people who come to Las Vegas to work temporarily.

Gail Houser states that it is a good idea because it will help with the transitional folks.

Georgina Ortega-Angel says it is a great idea because it helps the businesses as well.

Virginia Marrujo states it is a great idea and can be added as a topic in the marketing plan.

Veronica Black asks if staff could explain some of the past marketing.

Virginia Marrujo goes through the packet and explains the marketing, programs and grants used in the past and how they were used. She also explained the marketing used during the pandemic and the NM Safe Certification. She also walked through the collection of assets available.

Virginia Marrujo said the goal would also to be to collaborate with the NM Northeastern Regional Board.

Georgina Ortega Angel asks who is creating the videos and are they done locally or sourced out.

Virginia Marrujo explains how the video and photography have been a part of the FY20 and FY21 NM True grant.

Gail Houser asks if we have a one stop location to refer to and then branch out at the appropriate areas? Whether it is a website but a one stop shop? I know it is something we are trying to work with in the Northeastern Regional and they are all over working with Las Vegas or any of the seven counties in the region. I think that is an asset that may be untapped. Could you give some background because it all seems so disjointed to me.

Virginia Marrujo states it is a little disjointed and that is where the committee can come in and help fill the gaps. She also states that the City does apply for NM Tourism grant every year and would be willing to send the committee the links for them to review and learn the process of the grant.

Margo asks what the one stop shop is?

Virginia Marrujo says we don't have an organization that is a one stop but we do have a website and branded to fit the NM True campaign. The website was a finalist in the Top Hat Awards for Best Digital Campaign. It does have various apps, walking tour, outdoor adventures and event calendar. We also have Film Las Vegas website for specifically catering the film productions.

Margo Segura suggests the committee look at the website and bring any ideas or suggestions to bring to the next meeting.

Margo Segura asks what the first step to starting the recovery marketing.

Virginia Marrujo states that she will send the selections to the committee to take a look and give input.

Georgina Ortega-Angel asks if we know who is visiting the website and where they are coming from because it will help down the road.

Virginia Marrujo pulls up the Google Analytics and explains to the committee what information and how much information is available to us. Virginia mentioned giving the committee a monthly report. Virginia states it is also available through FB Insights.

Georgina Ortega-Angel says it would be perfect to have that information available.

Virginia Marrujo states she did provide a list of the previous marketing strategy and walk through some of the advertising. Virginia then lists the awards for marketing, events and Allan Affeldt winning Hospitality Professional of the year and Virginia was a finalist for Tourism Professional of the year.

Veronica Black asks if there any plans for events or being planned or can they be done virtually.

Virginia Marrujo states that information is usually provided through the event planner and asks Bill if he has any information.

Bill Hendrickson states that events have been canceled except the fireworks. There will be a mini Fiesta and extended Friday Al Fresco.

Veronica Black asks if there is way to help those marketing initiatives?

Bill Hendrickson states they will have their own marketing and may be too short notice for helping the marketing.

Veronica Black mentions doing something for local businesses to tap into the marketing.

Virginia Marrujo explains how we help through Lodger Tax for event marketing.

Dr. Eric Romero mentions NMHU planning the Mantanza and the cultural park.

Virginia Marrujo pulls up the concept map for the cultural park to show the rest of the committee.

Bill Hendrickson states that a thought may be to think about short range or short time lines and how do we take those forward. Of course, the longer type advertisement.

Virginia Marrujo shows the map for the cultural park.

Dr. Eric Romero then walks through the concept map.

Margo Segura asks Dr. Romero if he would like to present more on it at the next meeting.

Dr. Romero says yes

Stacy Kay Romero asks where the park will be made and built.

Dr. Romero explains the location on campus.

Gail Houser states that we should start looking at a longer term mechanism for these long term events. Gail suggests some ideas for listing or promoting the events.

Virginia Marrujo explains that most events are responsible for their own marketing and advertising then sending the City the information for posting. She also states that they are also linked to the events.

Stacy Kay Romero asks if we social media specific for Las Vegas.

Virginia Marrujo states the City does have several and lists the social media pages.

Margo Segura asks if there are any other comments.

Virginia Marrujo states she will send all the requested information for the next meeting.

Margo Segura states the homework for the next meeting will to review the bylaws, website, social media and all the information sent.

ADJOURN

Margo asks if there is a motion to adjourn.

Dr. Eric Romero motions to adjourn the meeting. Stacy Kay Romero seconds the motion.
All in favor and motion passes.

Meeting Adjourned 11:12 am.

Marketing Committee Chairperson, Margo Segura

Date (DD/MM/YYYY)